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ABSTRACT

The opinions of 533 Tennesseans were gathered in a survey conducted in late 1974. It was found that Tennesseans have somewhat more confidence in higher education than do Americans generally, with 43.7 percent saying they have great confidence, 46.5 percent saying they have some confidence, and 4.5 percent saying they have no confidence. The University of Tennessee at Knoxville received a "great confidence" response of 42.6 percent, colleges and universities in the state received 37 percent, and the UT system of five campuses received 33.6 percent. Most Tennesseans believe strongly in the value of education, and almost two-thirds want a college education for their own children. State funding for education receives a high priority compared to funding for other services; vocational training gets highest priority in the general category of education. When extra money is needed to pay for state-supported colleges and universities, 41 percent think the money should come from state taxes, 19 percent from student fees, and 27 percent from both. About three-fourths of Tennesseans say someone in their immediate family has had direct contact with the UT system; among those, experiences have been satisfactory to 92 percent and unsatisfactory to only 3 percent. Qualities of UT units in Knoxville rated highest are intercollegiate sports teams, Agricultural Extension Service, and research. Response tables and the questionnaire are included. (Editor/MSE)

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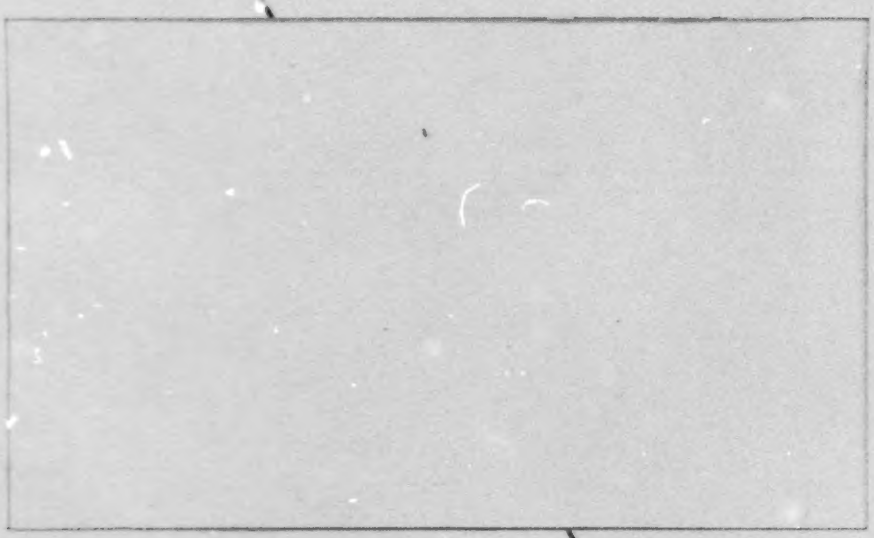

College of Communications

THE UNIVERSITY OF TENNESSEE/KNOXVILLE 37916

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Preliminary Report #1

1974 Statewide Opinion Survey

Tennesseans Opinions Toward Higher Education and the University of Tennessee

by Jack B. Haskins, Ph.D.

January 1975

From the President's Office
Intercampus Newsletter for Faculty and Staff of The University of Tennessee
Volume 6, Number 3 May 1, 1975

PUBLIC OPINION ON HIGHER EDUCATION IN TENNESSEE

The University of Tennessee, in an effort to find out how Tennesseans feel about higher education in general and UT in particular, asked the new Communications Research Center at UT Knoxville to develop a survey which would gauge attitudes of the state's residents.

This newsletter gives the results of that survey. The opinions of 533 Tennesseans were gathered and tabulated. The representative sample of the state's male and female household heads was selected by random digit dialing and the interviews were done by telephone, using a number of follow-up calls if necessary. This is one of the methods used by major national polling organizations such as Gallup and Harris. For any figure reported in this survey, one can be 95 per cent confident that it is accurate within 4½ per cent.

The Communications Research Center, headed by Dr. Jack Haskins, is a part of UTK's College of Communications.

A. PUBLIC ATTITUDES TOWARD HIGHER EDUCATION

National Surveys Check Confidence Rating

At various times during the past 10 years, national surveys have been made on the confidence that people expressed in many of the groups comprising American society, such as political and judicial institutions, business and industry, the news media, and higher education.

When one such study was made in 1966, the medical profession ranked highest with 72 per cent expressing great confidence in it. The military ranked second with 62 per cent, and higher education third with 61 per cent. Below these three were major companies (businesses and industries), the U.S. Supreme Court, the U.S. House of Representatives, the press and TV news, and other groups.

When the study was repeated in 1972, there was a large drop in the percentage of the public expressing great confidence in any group. The medical profession decreased from 72 to 48 per cent, but still held first place. The military dropped to 35 per cent, and still was second, and higher education retained third with 33 per cent.

Higher Education Rises to Second Place

In late 1973 the poll was conducted again, and in the period of one year there was a significant upswing. Medicine still held first, rising 9 points to 57 per cent. Higher education rose to second place, up 11 points to 44 per cent.

The latest national poll was made in September of 1974 after President Ford took office. Except for the U.S. Supreme Court and the executive branch of the federal government, all groups lost percentage points. Medicine retained first place with 50 per cent, a drop of 7, and higher education tied with the U.S. Supreme Court for second place at 40 per cent, a drop of 4 for higher education and an increase of 7 for the court.

The University was interested in knowing how the opinions of Tennesseans compared with those of the entire nation, especially in regard to higher education. The Communications Research Center was requested to survey this and other opinions regarding higher education in Tennessee, which it did in late fall of 1974. The findings recently were computed and analyzed.

43.7% of Tennesseans Have "Great Confidence"

The results of the CRC poll indicated that Tennesseans are somewhat more confident in higher education than are Americans generally, with 43.7 per cent saying they had great confidence, another 46.5 per cent saying they had some confidence (hence, a grand total of 90.2 per cent expressing confidence), and only 4.5 per cent saying they had no confidence. The remaining few were non-commital. Higher education received the highest "great confidence" response in a list

that also included the U.S. Supreme Court, the military, major companies, television news, the press, and the executive branch of the federal government.

Regarding Tennessee's institutions of higher education, UT Knoxville received a "great confidence" response of 42.6 per cent, with another 45.6 per cent saying they had "some confidence" (total confidence rating, 88.2 per cent); "all colleges and universities in Tennessee" rated 37 per cent great confidence, 53.8 per cent some confidence (total 90.8 per cent); and the UT system of five campuses across the state rated 33.6 per cent great confidence, 53.7 per cent some confidence (total confidence rating 87.3 per cent).

Here is the question as asked and the result:

A-1. I'd like to find out how much confidence you have in the leaders of some major institutions in this country. As I name each one, just tell me if you have a **great deal** of confidence, **some** confidence, or **no** confidence in the leadership.

How about.....	Great deal	Some conf.	No conf.	DK	Other
a. The U.S. Supreme Court?	27.4	49.2	14.8	8.4	0.2
b. The military?	40.9	47.1	6.4	5.4	0.2
c. Major companies?	15.0	55.5	16.9	11.8	0.8
d. Higher education?	43.7	46.5	4.5	4.7	0.6
e. Television news?	27.0	56.3	13.7	2.4	0.6
f. The press?	21.4	59.5	15.4	3.0	0.8
g. The executive branch of the federal government?	19.7	55.2	16.7	8.3	0.2
h. The colleges and universities in Tennessee?	37.0	53.8	2.4	6.6	0.2
i. The University of Tennessee **system** of five campuses across the state?	33.6	53.7	2.1	10.5	0.2
j. UT Knoxville	42.6	45.6	1.9	9.8	0.2

DK: Don't Know.

B. IMPORTANCE OF A COLLEGE EDUCATION

Most Tennesseans Believe Strongly in Education

Most Tennesseans believe strongly in the value of education, with 99.2 per cent saying K-12 is important (80.3 per cent "very important"); 83.1 per cent that two years of college is important (34.9 per cent "very important"); 76.5 per cent that four years of college is important (37.9 per cent "very important"); and 52.9 per cent that graduate school is important (19.7 per cent "very important").

Most want a college education for their own children. About three out of five (61.2 per cent) said if they had a child just finishing high school, they would want him or her to go to college, compared to 17.4 per cent who would want their child to go to vocational school and 3.2 per cent who would want the child to go immediately to work.

As to where a person can get a better education, 38.8 per cent preferred a private university while 27.4 per cent picked a state university. No difference was seen by 13.5 per cent, and 15.4 per cent said they did not know.

Just over half (55.7 per cent) said the average young person could get a better education at a small college, while 22.5 per cent chose a large university. For the first two years of college, 40.7 per cent said a young person could get a better education at a four-year college while 33.4 per cent preferred a two-year college.

Although, as indicated in the earlier question, most wanted a college education for their own children, 55.9 per cent said there are too many students graduating from college for the jobs available, while 12 per cent thought there were not enough graduates and 16.7 per cent said the number is about right.

B-1. There are various opinions on how much education is important. Thinking of a child in your own family, would you say that it is **unimportant,** or **important,** or **very important** that the child go to.....

	Un-impt.	Impt.	Very impt.	DK	Other
a. Nursery school	22.7	47.3	24.0	4.1	1.9
b. Kindergarten through 12th grade	0.6	18.9	80.3	0.2	0
c. Two years of college	9.0	48.2	34.9	1.5	6.4
d. Four years of college	13.9	38.6	37.9	1.5	8.1
e. College plus graduate school	26.3	33.2	19.7	5.4	15.4

B-2. If you had a child just finishing high school, what would you prefer that his or her next step be—go to work, or go to vocational school, or go to college, or what?

Work 3.2% Voc. school 17.4% College 61.2% DK 5.1% Other 13.1% No answer 0.0%

B-3. Do you think a person gets a better education in a state university or in a private university?

State U. 27.4% Private U. 38.8% No diff. 13.5% DK 15.4% Other 4.7% NA 0.2%

B-4. What's your opinion as to where the average young person can get a better education—in a small college, or in a large university?

Small college 55.7% Large U. 22.5% No diff. 6.6% DK 7.1% Other 7.9% NA 0.2%

B-5. For the first two years of college, would a young person get a better education in a two-year community college or in a four-year college?

2-yr. college 33.4% 4-yr. college 40.7% No diff. 5.6% DK 15.6% Other 4.7% NA 0.0%

B-6. Considering the number of students graduating from college these days, would you say there are too many graduates for the jobs available, or not enough graduates, or about the right number for the jobs available?

Too many 55.9% Not enough 12.0% About right 16.7% DK 11.4% Other 3.8% NA 0.2%

C. ATTITUDES TOWARD FINANCIAL SUPPORT

State funding for education received a high priority compared to funding for other services, with 69.6 per cent saying state spending for education should be increased. Education was second only to mental health services (75.6 per cent) and just ahead of law enforcement (69.4 per cent). Only 2.8 per cent thought spending for education should be decreased, while 23.3 per cent thought it should stay about the same.

Vocational training and trade schools received the highest priority within the general category of education, with 67.7 per cent saying the state should increase spending for these schools. Percentages favoring increases in the other areas of education are medical and dental colleges, 51.8 per cent; public education through high school, 50.5 per cent; two-year junior and community colleges, 44.8 per cent; four-year colleges offering undergraduate education, 36.8 per cent; and comprehensive universities with undergraduate, graduate, and professional education, 30.2 per cent.

When Extra Funds Needed, 40.9% Favor Taxes

When extra money is needed to pay for state-supported colleges and universities in Tennessee, 40.9 per cent think the money should come from state taxes. Increased student fees are favored by 18.6 per cent, while 26.6 per cent think the money should come from both taxes and increased fees.

A substantial segment of the public would like to see UT units expand to meet future needs. Expansion of the UT Center for the Health Sciences in Memphis is favored by 65.3 per cent, while 63.4 per cent want expansion of the continuing education and extension program.

Persons surveyed were asked to guess what portion of UT's total budget is obtained from state appropriations. The median estimate was that 49.9 per cent of the budget comes from the state. Actually, state appropriations represented only 39.7 per cent of UT's 1974-75 budget.

C-1. As you know, the taxes paid in Tennessee are spent by the state government in various ways. I'd like your opinion on whether the state should increase or decrease spending for a number of things.

Should state spending be **increased** or **decreased** or stay about the **same** for.....

	Incr.	Decr.	Same	DK	Other
a. Highways?	33.0	11.3	50.1	4.7	0.9
b. Welfare services?	24.8	29.1	31.3	9.6	5.1
c. Industrial development?	44.8	9.2	31.7	14.1	0.2
d. Assistance to cities?	23.6	12.2	38.8	24.6	0.8
e. Assistance to agriculture?	58.0	3.6	20.8	17.3	0.4
f. Mental health services?	75.6	1.5	15.4	7.3	0.2
g. Medical services?	59.7	4.9	26.3	8.8	0.4
h. Education?	69.6	2.8	23.3	3.6	0.8
i. Environmental protection?	46.2	7.5	36.6	15.4	0.4
j. Law enforcement?	69.4	1.9	22.7	5.6	0.4

C-2. Within the general category of education, there are several different levels. Should state spending be **increased** or **decreased** or stay about the **same,** in your opinion, for.....

	Incr.	Decr.	Same	DK	Other
a. Public school education up through high school?	50.5	3.0	35.3	4.9	0.4
b. Two-year junior colleges and community colleges?	44.8	4.3	37.1	12.9	0.8
c. Vocational job training and trade schools?	67.7	1.9	24.0	5.8	0.6
d. Four-year colleges that offer undergraduate education?	36.8	5.6	43.3	13.3	0.9
e. Comprehensive universities with undergraduate, graduate and professional education?	30.2	4.1	46.5	18.0	1.1
f. Medical and dental colleges?	51.8	3.4	34.7	9.6	0.4

C-3. When extra money is needed to pay for state-supported colleges and universities in Tennessee, where do you think the money should come from—student fees, or state taxes, or where?
Student fees 18.6% State tax 40.9% Both 26.6% DK 9.9% Other 3.8% NA 0.2%

C-4. As you know, the University of Tennessee system has several different units—UT Knoxville, UT Chattanooga, UT Martin, UT Nashville, the UT Medical Center at Memphis, and the Continuing Education Extension adult program all over the state. Expansion may be required in the future for one or more of those units. As I name each one, please tell me which ones you would like to see **expanded** and which ones held **constant?** Would you prefer to expand or hold constant.....

	Expand	Constant	Decr.	DK	Other
a. The U. of Tenn., Knoxville	40.2	37.9	0.8	20.3	0.9
b. The U. of Tenn. at Chattanooga?	41.3	26.3	0.6	31.0	0.9
c. The U. of Tenn. at Martin	37.9	26.3	0.4	34.5	0.9
d. The U. of Tenn. at Nashville?	45.4	24.6	0.6	28.5	0.9
e. The U. of Tenn. Medical Center, Memphis?	65.3	12.8	0.2	20.8	0.9
f. The Continuing Education Extension program?	63.4	14.3	0.4	20.8	0.9

C-5. The University of Tennessee system is financed by money from several sources. I'd like just your guess as to what percentage of the total budget is obtained from the state government.

(Median) 49.9%

D. HOW TENNESSEANS SEE UT

UTK, Vanderbilt, Memphis State Mentioned Most

When Tennesseans think of colleges and universities, the three mentioned first by respondents are UT Knoxville, Vanderbilt University, and Memphis State University. The same three institutions, in the same order, were picked as the ones those sur-

veyed would prefer their own children enter if they could satisfy all admission requirements. UTK was chosen by 25.5 per cent, Vanderbilt by 9.2 per cent, and Memphis State by 9 per cent.

The reasons most often given for choosing a particular college were: proximity to home (28.7 per cent); good reputation (25.7 per cent); diversity (6 per cent); small size (5.4 per cent); good morals (5.1 per cent); and academic discipline (3 per cent). Asked where they would most like to study if they wanted some additional education, those surveyed listed UTK, 20.8 per cent; Memphis State 10.3 per cent; UT Chattanooga, 6.2 per cent; and Vanderbilt, 5.8 per cent.

Many State Families Have UT Contacts

A surprisingly large percentage of those surveyed (76 per cent) indicated that someone in their immediate families had experienced direct contacts with some unit of the UT system. Someone in the family had: attended a UT athletic event, 66.6 per cent; received UT information or publications through the mail, 49.9 per cent; taken a course on campus, either day or evening, 43.7 per cent; attended a recreational or cultural event on campus, 36 per cent; attended a UT workshop, conference, or institute, 27.4 per cent; dealt with the Agricultural Extension Service or its county agents, 24.8 per cent; graduated from a UT campus, 23.8 per cent; taken an extension or correspondence course off campus, 18.8 per cent; received medical care, 14.6 per cent; and had dealt in other ways with UT, 7.3 per cent.

Among those persons having any dealings with UT, experiences had been satisfactory to 92 per cent and unsatisfactory to only 3 per cent, the remainder having mixed or neutral feelings.

Qualities Rated

In an effort to determine the public "image" of the University, several specific questions were asked about UT Knoxville, the campus most familiar to residents of the state, and about other Knoxville-based statewide units.

Those qualities of the University's image rated are, in order of mention as "above average": the intercollegiate sports teams; the Agricultural Extension Service and county agents; research and discovery of new knowledge; the quality of graduate and professional education; public service to the state; the quality of the faculty; the continuing education program; the quality of students; the quality of the undergraduate education; and the way the administration manages its money.

On none of these characteristics did more than 5 per cent say UT is "below average" compared to other large universities. About two-thirds felt they were familiar enough with the University to give an appraisal.

UTK students are perceived as having characteristics very similar to students at other colleges. Qualities rated highest are, in order, activity in political affairs; serious-mindedness in studies; willingness to work hard; and interest in helping other people. Qualities rated lowest, in order from the bottom, are interest in religion; the way they dress; and their morals. Again, about one-third declined to give an opinion.

Academic Quality, Campus Features Cited

In addition to the checklist of ratings of UT Knoxville, 24.6 per cent mentioned other characteristics they liked. Top mentions were general academic quality; non-specific personal feelings (such as, "I just like it"); and campus physical features.

Additional things disliked about UT Knoxville were mentioned by 16.7 per cent. These included student appearance and behavior; size of the campus; and sports.

The respondents were asked what things, other than teaching students, UT does for the state. Recreation, sports, and cultural events were mentioned by 12.8 per cent. Other services mentioned were agricultural research and service, 12 per cent; continuing education and extension, 11.4 per cent; medical services, 9 per cent; and research, 8 per cent. Various other services were mentioned by 19 per cent, 1.9 per cent said UT does nothing except teaching, and 55.9 per cent said they did not know any specific services.

D-1. When you think of colleges and universities in Tennessee, which ones come to your mind first?

UT Knoxville 59.7%
Vanderbilt 24.6%
Memphis State 19.7%

D-2. If you had a child entering college next year who could satisfy all admission requirements, which college or university in the state of Tennessee would you prefer that your child enter?

UT Knoxville 25.5%
Vanderbilt 9.2%
Memphis State 9.0%

D-3. Why would you prefer that one?

Close by 28.7%
Good reputation 25.7%
Diversity 6.0%
Small size 5.4%
Good morals 5.1%
Academic discipline 3.0%

D-4. If you yourself, at this stage in your life, wanted some additional education, at which college or university in Tennessee would you prefer to study?

UT Knoxville 20.8%
Memphis State 10.3%
UT Chattanooga 6.2%
Vanderbilt 5.8%

D-5. As I name several ways in which a university can make contact with the public, please tell me if you, or anyone in your immediate family, has ever had that sort of contact with any unit in the University of Tennessee system. Have you, or anyone in your immediate family, with any unit of the University of Tennessee system, ever.....

	Yes	No	DK
a. Graduated from college?	23.8	76.2	0
b. Taken a course on campus, either day or evening?	43.7	55.9	0.4
c. Taken an extension or correspondence course off-campus?	18.8	79.9	1.3
d. Attended a workshop or conference or institute?	27.4	71.3	1.3

	Yes	No	DK
e. Received information or publications through the mail?	49.9	47.5	2.6
f. Had dealings with the Agricultural Extension Service or its county agents?	24.8	72.8	2.4
g. Received medical care?	14.6	84.4	0.9
h. Attended a football game or other sports event?	66.6	32.8	0.6
i. Attended any other recreational or cultural event on campus?	36.0	62.7	1.3
j. Have you had any **other** dealings with any unit of the University of Tennessee system?	7.3	91.4	1.3

D-6. Has your experience with the University of Tennessee system generally been satisfactory or unsatisfactory? (Among those having some dealings with UT):
Satisfactory 92.1% Unsatisfactory 3.0% Other 4.9%

D-7. I'd like to get your impressions of the students at the University of Tennessee, Knoxville. Compared with students of other colleges would you say that they are **above average,** or **below average,** or **just average** in terms of.....

	Above average	Average	Below average	DK
a. Activity in political affairs?	15.2	50.3	3.8	30.4
b. Serious-mindedness in their studies?	13.7	49.3	4.3	32.1
c. The way they dress?	6.0	55.5	8.6	29.5
d. Their morals?	6.8	54.2	7.3	31.1
e. Their age? (older or younger)	1.9	68.1	1.5	28.1
f. Their interest in religion?	4.9	43.2	14.4	37.0
g. Their interest in helping other people?	10.3	49.7	5.6	34.0
h. Their willingness to work hard?	11.1	51.8	5.6	31.1

D-8. I'd like your impressions of the University of Tennessee, Knoxville on several other characteristics. Comparing it with other big universities would you say it is above average, average, or below average in terms of.....

	Above average	Average	Below average	DK
a. The quality of the faculty?	18.2	49.7	2.3	29.5
b. The quality of the students?	12.9	60.2	1.1	25.3
c. The quality of the undergraduate education?	11.3	53.3	2.1	32.8
d. The quality of the postgraduate and professional education?	18.9	44.3	2.4	33.8
e. Research and discovery of new knowledge?	20.8	43.3	3.0	32.5
f. Public service to the state?	19.3	46.0	2.6	31.7
g. The intercollegiate sports teams?	33.2	38.6	1.9	25.9
h. The Agricultural Extension Service and county agents?	26.3	35.1	3.0	35.1
i. The Continuing Education program for home and extension studies?	17.4	42.4	3.8	35.8
j. The way the administration manages its money?	6.6	45.2	4.5	43.2

D-9. Is there anything else about the University of Tennessee, Knoxville that you particularly like?
Yes 24.6% No 75.4%

General academic quality 5.8%
Non-specific personal feelings 5.6%
Campus physical characteristics 4.1%

D-10. Is there anything else about it that you particularly dislike?
Yes 16.7% No 83.3%

Student appearance and behavior 4.5%
Size 2.4%
Sports 1.7%

D-11. In addition to teaching students, what other things can you think of that the University of Tennessee system does for the people of the state?

Agricultural research and service 12.0%
Research (not including agriculture) 8.3%
Continuing/adult/extension education 11.4%
Recreation, sports, cultural service 12.8%
Medical services (not including research) 9.0%
Other services 19.3%
UT does nothing except teaching 1.9%
Don't know any specific services 55.9%

E. INFORMATION SOURCES

Newspapers, Conversation Top List

Tennesseans get more of their information about colleges and universities through print media and word of mouth than through other sources. Newspapers were mentioned by 51 per cent. Other sources are: conversation, 45 per cent; television, 28.7 per cent; college publications, 19.5 per cent; radio, 9.8 per cent; and other sources, 25.5 per cent.

E-1. Where do you get most of your information about colleges and universities in Tennessee?
Newspapers 51.0%
Radio 9.8%
Television 28.7%
College publications 19.5%
Conversation 45.0%
Other 25.5%
Don't know, don't get 6.4%
No answer 0.2%

F. SUMMARY

Tennesseans have somewhat more confidence in higher education than do Americans generally, with 43.7 per cent saying they have great confidence, another 46.5 per cent saying they had some confidence, and only 4.5 per cent saying they had no confidence.

UT Knoxville received a "great confidence" response of 42.6 per cent, colleges and universities in Tennessee 37 per cent, and the UT system of five campuses 33.6 per cent.

Most Tennesseans believe strongly in the value of education and almost two-thirds want a college education for their own children.

State funding for education receives a high priority compared to funding for other services, second only to mental health and just ahead of law enforcement. Vocational training gets the highest priority within the general category of education, with medical and dental colleges second. When extra money is needed to pay for state-supported colleges and universities, 41 per cent think the money should come from state taxes, 19 per cent from student fees, and 27 per cent from both.

About three-fourths of Tennesseans say someone in their immediate family has had direct contacts with the UT system. Top categories were athletic events, UT publications through the mail, and courses taken on campus.

Among those having some dealings with UT, experiences have been satisfactory to 92 per cent and unsatisfactory to only 3 per cent, while 4.9 per cent had mixed or neutral feelings.

Qualities of UT units in Knoxville rated highest are intercollegiate sports teams, Agricultural Extension Service, and research. No more than 5 per cent say UT is "below average" compared to other universities on any of the characteristics checked. Qualities of UTK students rated highest are political activity, seriousmindedness in studies, and willingness to work hard.

QUESTION 1 TABLE

(1) You sometimes hear it said that the people of East Tennessee and West Tennessee are as different as from two different states. Do you agree or disagree with that statement:

Agree	25.9%
Disagree	44.8%
Don't Know	28.5%
Other	0.6%
No Answer	0.2%

See separate tabulation for reasons

QUESTION 2 TABLE

(2) I'm going to mention several kinds of occupations, and I'd like your opinion on whether the average person in that job is paid too much, not enough, or about right. How about policemen--are they generally paid too much, not enough, or just about right?

	Per cent responding					
	Too much	Not enough	About right	Don't know	Other	No ans.
a. Policemen?	1.1	59.1	26.8	11.5	1.1	0 *
b. Public school teachers?	3.4	50.8	33.4	10.7	1.7	0
c. Medical doctors?	53.7	2.3	40.3	3.4	0.4	0
d. Farmers?	1.7	77.3	11.3	9.4	0.4	0
e. College professors?	7.7	17.8	39.6	34.1	0.8	0
f. Members of state legislature?	23.6	3.9	42.6	29.6	0.2	0
g. University administrators?	12.2	7.1	42.4	38.3	-	0
h. Mayors of big cities?	23.5	6.8	49.3	20.1	0.4	0
i. The governor of Tennessee?	22.5	3.8	54.2	19.3	0.2	0

*On these and succeeding tables, totals may not equal 100% because of rounding.

QUESTION 3 TABLE

(3) As you know, the taxes paid in Tennessee are spent by the state government in various ways. I'd like your opinion on whether the state should increase or decrease spending for a number of things. Should state spending be increased or decreased or stay about the same for . . .

	Per cent responding					
	Incr.	Decr.	Same	DK	Other	NA
a. Highways?	33.0	11.3	50.1	4.7	0.9	0
b. Welfare services?	24.8	29.1	31.3	9.6	5.1	0.2
c. Industrial development?	44.8	9.2	31.7	14.1	0.2	0
d. Assistance to cities?	23.6	12.2	38.8	24.6	0.8	0
e. Assistance to agriculture?	58.0	3.6	20.8	17.3	0.4	0
f. Mental health services?	7[illegible]	1.5	15.4	7.3	0.2	0
g. Medical services?	59.7	4.9	26.3	8.8	0.4	0
h. Education?	69.6	2.8	23.3	3.6	0.8	0
i. Environmental protection?	46.2	7.5	30.6	15.4	0.4	0
j. Law enforcement?	69.4	1.9	22.7	5.6	0.4	0

QUESTION 4 TABLE

(4) Within the general category of education, there are several different levels. Should state spending be increased or decreased or stay about the same, in your opinion, for . . .

	Per cent responding					
	Incr.	Decr.	Same	DK	Other	NA
a. Public school education up through high school?	50.5	3.0	35.3	4.9	0.4	0
b. Two-year junior colleges and community colleges?	44.8	4.3	37.1	12.9	0.8	0
c. Vocational job training and trade schools?	67.7	1.9	24.0	5.8	0.6	0
d. Four-year colleges that offer undergraduate education?	36.8	5.6	43.3	13.3	0.9	0
e. Comprehensive universities with undergraduate, graduate and professional education?	30.2	4.1	46.5	18.0	1.1	0
f. Medical & dental colleges?	51.8	3.4	34.7	9.6	0.4	0.2

QUESTION 5 TABLE

(5) If you had a child just finishing high school, what would you prefer that his or her next step be--go to work, or go to vocational school, or go to college, or what?

Work	3.2%
Vocational school	17.4%
College	61.2%
Don't know	5.1%
Other	13.1%
No answer	0.0

QUESTION 6 TABLE

(6) If you were an employer with a job that could be filled equally well by either a vocational school graduate or a college graduate which would you prefer to hire?

Vocational graduate	35.5%
College graduate	25.9%
Don't know	15.2%
Other	23.5%
No answer	0.0

QUESTION 7 TABLE

(7) There are various opinions on how much education is important. Thinking of a child in your own family, would you say that it is unimportant, or important, or very important that the child go to . . .

	Per cent responding					
	Un-impt	Impt	Very impt	DK	Other	NA
a. Nursery school	22.7	47.3	24.0	4.1	1.9	0
b. Kindergarten through 12th grade	0.6	18.9	80.3	0.2	-	0
c. Two years of college	9.0	48.2	34.9	1.5	6.4	0
d. Four years of college	13.9	38.6	37.9	1.5	8.1	0
e. College plus graduate school	26.3	33.2	19.7	5.4	15.4	0

QUESTION 8 TABLE

(8) Considering the number of students graduating from college these days, would you say there are too many graduates for the jobs available, or not enough graduates, or about the right number for the jobs available?

Too many	55.9%
Not enough	12.0%
About right	16.7%
Don't know	11.4%
Other	3.8%
No answer	0.2%

QUESTION 9 TABLE

(9) Where do you get most of your information about colleges and universities in Tennessee?

	N=533
Newspapers	51.0
Radio	9.8
Television	28.7
College publications	19.5
Conversation	45.0
Other	25.5
Don't know, don't get	6.4
No answer	0.2

NOTE: Total adds to more than 100% due to multiple answers.

QUESTION 10 TABLE

(10) When you think of colleges and universities in Tennessee, which ones come to your mind first? (WRITE IN ONLY FIRST THREE MENTIONED. ALSO GET CITY--IF NOT MENTIONED.)

UT Knoxville	59.3%
Vanderbilt	21.6%
Memphis State U.	19.7%
ETSU	11.1%
Middle Tenn. State U.	9.0%
UT Chattanooga	8.4%
UT Martin	5.6%
UT Nashville	3.2%
UT Memphis	2.6%
None or Don't Know	4.7%

(See computer list)

QUESTION 11 TABLE

(11) If you had a child entering college next year who could satisfy all admission requirements, which college or university in the state of Tennessee would you prefer that your child enter?

UT Knoxville	25.5%
Vanderbilt	9.2%
Memphis State U.	9.0%
"Child's choice"	5.8%
ETSU	4.7%
Middle Tenn. State U.	4.3%
UT Martin	3.2%
UT Chattanooga	2.0%
UT Nashville	0.9%
UT Memphis	0.6%
DK/NA/None	11.8%

(See computer list)

QUESTION 12 TABLE

(12) Why would you prefer that one?

Close by	28.7%
Good reputation	25.7%
Diversity	6.0%
Small size	5.4%
Good morals	5.1%
Academic discipline	3.0%

(See computer list)

QUESTION 13 TABLE

(13) If you yourself, at this stage in your life, wanted some additional education, what subjects would you most like to study?

(SEE COMPUTER LIST)

QUESTION 14 TABLE

(14) At which college or university in Tennessee would you prefer to study that?

UT-Knoxville	20.8
Memphis State U.	10.3
UT Chattanooga	6.2
Vanderbilt	5.8
East Tennessee State U.	4.9
UT Nashville	3.4
UT Martin	1.7
UT Memphis	1.5

QUESTION 15 TABLE

(15) Who do you think has more freedom to teach what they want, teachers in a state university or in a private university?

State U.	28.0%	Don't know	23.1%
Private U.	43.5%	Other	0.6%
No difference	4.7%	No answer	0.2%

QUESTION 16 TABLE

(16) Do you think a person gets a better education in a state university or in a private university?

State U.	27.4%	Don't know	15.4%
Private U.	38.8%	Other	4.7%
No difference	13.5%	No answer	0.2%

QUESTION 17 TABLE

(17) What's your opinion as to where the average young person can get a better education--in a small college, or in a large university?

Small college	55.7%	Don't know	7.1%
Large U.	22.5%	Other	7.9%
No difference	6.6%	No answer	0.2%

QUESTION 18 TABLE

(18) For the first two years of college, would a young person get a better education in a two-year community college or in a four-year college?

2-year college	33.4%	Don't know	15.6%
4-year college	40.7%	Other	4.7%
No difference	5.6%	No answer	---

QUESTION 19 TABLE

(19) When extra money is needed to pay for state-supported colleges and universities in Tennessee--where do you think the money should come from--student fees, or state taxes, or where?

Student fees	18.6%	Don't know	9.9%
State tax	40.9%	Other	3.8%
Both	26.6%	No answer	0.2%

QUESTION 20 TABLE

(20) I'd like to get your opinion of a number of universities, just your general impression. For each one I name, just tell me if you think it is above average, average, or below average as an education institution.

	Per cent responding				
	Above average	Average	Below average	Don't know	No answer
a. Harvard University	61.7	18.4	1.3	18.6	0.
b. Oral Roberts University	26.1	34.1	5.4	34.0	0.4
c. Vanderbilt University	57.0	29.3	1.5	12.2	0
d. The Univ. of North Carolina	18.4	42.2	0.8	38.6	0
e. East Tenn. State University	10.9	57.2	6.4	25.5	0
f. Tenn. State Univ. at Nashville	9.8	49.7	9.6	31.0	0
g. Univ. of Tenn. at Knoxville	44.7	43.3	1.7	10.3	0
h. Univ. of Tenn. at Martin	13.9	44.7	3.6	37.9	0
i. Univ. of Tenn. at Chattanooga	8.8	50.3	5.8	35.1	0
j. Univ. of Tenn. at Nashville	12.2	49.9	4.7	33.2	0
k. Univ. of Tenn. Medical Center at Memphis	48.4	28.7	1.7	21.2	0
l. Memphis State University	20.3	50.3	2.1	27.4	0
m. Middle Tenn. State University	11.3	55.3	2.3	31.0	0.2

QUESTION 21 TABLE

(21) I'd like to find out how much confidence you have in the leaders of some major institutions in this country. As I name each one, just tell me if you have a great deal of confidence, some confidence, or no confidence in the leadership. How about . . .

	Per cent responding					
	Great deal	Some conf	No conf	Don't know	Other	No answer
a. the U.S. Supreme Court?	27.4	49.2	14.8	8.4	0.2	0
b. the military?	40.9	47.1	6.4	5.4	0.2	0
c. Major companies?	15.0	55.5	16.9	11.8	0.8	0
d. Higher education?	43.7	46.5	4.5	4.7	0.6	0
e. Television news?	27.0	56.3	13.7	2.4	0.6	0
f. The press?	21.4	59.5	15.4	3.0	0.8	0
g. The executive branch of the federal government?	19.7	55.2	16.7	8.3	0.2	0
h. The colleges and universities in Tennessee?	37.0	53.8	2.4	6.6	0.2	0
i. The University of Tennessee system of five campuses across the state?	33.6	53.7	2.1	10.5	0.2	0
j. Univ. of Tenn. at Knoxville	42.6	45.6	1.9	9.8	0.2	0

QUESTION 22 TABLE

(22) As you may know, the University of Tennessee system has several different units--UT-Knoxville, UT-Chattanooga, UT-Martin, UT-Nashville, the UT Medical Center at Memphis, and the Continuing Education Extension adult program all over the state. Expansion may be required in the future for one or more of those units. As I name each one, please tell me which ones you would like to see expanded and which ones held constant? Would you prefer to expand or hold constant. . .

	Per cent responding					
	Expand	Con-stant	Decr.	Don't know	Other	No answer
a. The U. of Tenn. at Knoxville?	40.2	37.9	0.8	20.3	0.9	0
b. The U. of Tenn. at Chattanooga?	41.3	26.3	0.6	31.0	0.9	0
c. The U. of Tenn. at Martin?	37.9	26.3	0.4	34.5	0.9	0
d. The U. of Tenn. at Nashville?	45.4	24.6	0.6	28.5	0.9	0
e. The U. of Tenn. Medical Center, Memphis?	65.3	12.8	0.2	20.8	0.9	0
f. The Continuing Education Extension program	63.4	14.3	0.4	20.8	0.9	0.2

QUESTION 23 TABLE

(23) The University of Tennessee system is financed by money from several sources. I'd like just your guess as to what percentage of the total budget is obtained from the state government.

49.9% (median)

(See computer list)

QUESTION 24 TABLE

(24) In addition to teaching students, what other things can you think of that the University of Tennessee system does for the people of the state?

	N=533
Agricultural research and services	12.0
Research (not including agriculture)	8.3
Continuing/adult/extension education	11.4
Recreation, sports, cultural service	12.8
Medical services (not incl. research)	9.0
Other services	19.3
UT does nothing except teaching	1.9
Don't Know any specific services	55.9

QUESTION 25 TABLE

(25) As I name several ways in which a university can make contact with the public, please tell me if you, or anyone in your immediate family, has ever had that sort of contact with any unit in the University of Tennessee system. Have you, or anyone in your immediate family, with any unit of the University of Tennessee system, ever . . .

	Per cent responding			
	Yes	No	DK	NA
a. Graduated from college?	23.8	76.2	0	0
b. Taken a course on campus, either day or evening?	43.7	55.9	0.4	0
c. Taken an extension or correspondence course off-campus?	18.8	79.9	1.3	0
d. Attended a workshop or conference or institute?	27.4	71.3	1.3	0
e. Received information or publications through the mail?	49.9	47.5	2.6	0
f. Had dealings with the Agriculture Extension service or its County Agents?	24.8	72.8	2.4	0
g. Received medical care?	14.6	34.4	0.9	0
h. Attended a football game or other sports event?	66.6	32.8	0.6	0
i. Attended any other recreation or cultural event on campus?	36.0	62.7	1.3	0
j. Have you had any <u>other</u> dealings with any unit of the University of Tennessee system?	7.3	91.4	1.3	0

NO. OF YESSES ABOVE 3.102 Mean # contents

QUESTION 26 TABLE

(26) Has your experience with the University of Tennessee system generally been satisfactory or unsatisfactory?

Satisfactory	70.0%	Don't know	0.9%
Unsatisfactory*	2.3%	Other	0.2%
Mixed*	2.6%	No answer	
No dealings	24.0%		

*(If unsatisfactory or mixed) In what way was your experience unsatisfactory: NOT TABULATED DUE TO LOW FREQUENCY OF MENTION

QUESTION 27 TABLE

(27) I'd like to get your impressions of the students at The University of Tennessee-Knoxville. Compared with students of other colleges would you say that they are above average, or below average, or just average in terms of . . .

	Above average	Average	Below average	Don't know	Other	No answer
a. Activity in political affairs?	15.2	50.3	3.8	30.4	0.2	0.2
b. Serious-mindedness in their studies?	13.7	49.3	4.3	32.1	0.4	0.2
c. The way they dress?	6.0	55.5	8.6	29.5	0.2	0.2
d. Their morals?	6.8	54.2	7.3	31.1	0.2	0.4
e. Their age? (older or younger)	1.9	68.1	1.5	28.1	0.2	0.2
f. Their interest in religion?	4.9	43.2	14.4	37.0	0.2	0.4
g. Their interest in helping other people?	10.3	49.7	5.6	34.0	0.2	0.2
h. Their willingness to work hard?	11.1	51.8	5.2	31.1	0.2	0.2

QUESTION 28 TABLE

(28) I'd like your impressions of the University of Tennessee at Knoxville on several other characteristics. Comparing it with other big universities would you say it is above average, average, or below average in terms of . . .

	Per cent responding					
	Above average	Average	Below average	Don't know	Other	No answer
a. The quality of the faculty?	18.2	49.7	2.3	29.5	0.2	0.2
b. The quality of the students?	12.9	60.2	1.1	25.3	0.2	0.2
c. The quality of the undergraduate education?	11.3	53.3	2.1	32.8	0.4	0.2
d. The quality of the postgraduate and professional education?	18.9	44.3	2.4	33.8	0.4	0.2
e. Research & discovery of new knowledge?	20.8	43.3	3.0	32.5	0.2	0.2
f. Public service to the state?	19.3	46.0	2.6	31.7	0.2	0.2
g. The intercollegiate sports teams?	33.2	38.6	1.9	25.9	0.2	0.2
h. The Agricultural Extension service & county agents?	26.3	35.1	3.0	35.1	0.4	0.2
i. The Continuing Education program for home and extension studies?	17.4	42.4	3.8	35.8	0.4	0.2
j. The way the administration manages its money?	6.6	45.2	4.5	43.2	0.4	0.2

QUESTION 29 TABLE

(29) Is there anything else about the University of Tennessee at Knoxville that you particularly like?

Yes	24.6% →	General Academic Quality	5.8%	See Separate Tabulation of Likes
		Non-specific Personal Feelings	5.6%	
		Campus Physical Characteristics	4.1%	
No	75.4%			

QUESTION 30 TABLE

(30) Is there anything else about it that you particularly dislike?

Yes	16.7% →	Student Appearance & Behavior	4.5%	See Separate Tabulation of Dislikes
		Size	2.4%	
		Sports	1.7%	
No	83.3%			

TABLE 31 BACKGROUND CHARACTERISTICS

Now I have just a few background questions to help us analyze the answers and then we're through.

(B1) Do you happen to be single or married?

Single	24.4%	Other	0.6%
Married	74.9%	No answer	0.2%

(B2) What is the specific job or occupation of the principal wage-earner in this household?

See Separate Tabulation

(B3) In which of these categories does your age happen to fall?

18-24	9.6%	50-59	18.8%
25-29	13.5%	60-69	12.4%
30-39	20.1%	70 or over	5.6%
40-49	19.9%	(Refused)	0.2%

(B4) What is the highest grade you completed in school?

0-8th grade	21.2%	Grad. College	9.2%
9-11 grade	15.8%	Post-grad Coll.	4.7%
Grad. H.S.	29.1%	Other	0.6%
Some college	19.3%	No answer	0.2%

(IF ANY COLLEGE) What is the name of the college you attended:

UT-Knoxville	7.7
UT-Martin, Chatt., Nash., Memphis	2.4%
Other Tennessee colleges	17.4%
Other colleges outside Tenn.	10.9%

(B5) Do you have any children aged 17 or less?

Yes	49.2%	Other	0.0
No	50.8%	No answer	0.0

(B6) Is anyone in your household now attending college?

Yes	18.6%	Other	0.0
No	81.4%	No answer	0.0

(B7) Sex of Respondent: Male 45.0% Female 55.0%

(B8) Let me just verify your phone number. Do you have area code 615 or 901?

615	72.6%	901	27.4%

(I0) OFFICE CODE ONLY: EAST 34.0% MIDDLE 38.3% WEST 27.6%

No. of calls made to this No.: 2.503 mean

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COMMUNICATIONS RESEARCH CENTER--STATEWIDE OPINION SURVEY
October, 1974

When Residential Phone Answers,

Write in Phone No. ( ) _____-_____

CRC Study No. 0 0 3 (1,2,3)

Interview No. _ _ _ (4,5,6)

Card No. 1 (7)

Hello, this is (your name) of the Communications Research Center. We're making a statewide public opinion survey about schools and several other topics. For this interview, I need to talk with the MAN/WOMAN of the house.

(IF CORRECT RESPONDENT ON LINE, CONTINUE WITH QUESTIONNAIRE BELOW)

(IF WRONG SEX ON LINE)
May I speak to HIM/HER please?

(IF NOT HOME, MAKE APPOINTMENT
TIME_____ DAY_____

(IF NO ONE OF CORRECT SEX LIVES THERE, SAY) We're also interviewing other household heads, let me have your opinions on these topics.
(CONTINUE QUESTIONNAIRE BELOW)→

(WHEN QUALIFIED RESPONDENT ON LINE) (REPEAT INTRODUCTION IF NECSRY)

(1) You sometimes hear it said that the people of East Tennessee and West Tennessee are as different as from two different states. Do you agree or disagree with that statement?
(CIRCLE ONE)

Agree [1*] Disagree [2] DK [3] Other [4] NA [9] _ (8)

*(IF AGREE) In what ways are they different?

_____ _ (9)

_____

(2) I'm going to mention several kinds of occupations, and I'd like your opinion on whether the average person in that job is paid too much, not enough, or about right. How about policemen--are they generally paid too much, not enough, or just about right?
(CIRCLE ONE EACH LINE)

	Too much	Not Enough	About right	DK	Other	NA	
a. Policemen?	1	2	3	4	5	9	_ (10)
b. Public school teachers?	1	2	3	4	5	9	_ (11)
c. Medical doctors?	1	2	3	4	5	9	_ (12)
d. Farmers?	1	2	3	4	5	9	_ (13)
e. College professors?	1	2	3	4	5	9	_ (14)
f. Members of state legislature?	1	2	3	4	5	9	_ (15)
g. University administrators?	1	2	3	4	5	9	_ (16)
h. Mayors of big cities?	1	2	3	4	5	9	_ (17)
i. The governor of Tennessee?	1	2	3	4	5	9	_ (18)

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(3) As you know, the taxes paid in Tennessee are spent by the state government in various ways. I'd like your opinion on whether the state should increase or decrease spending for a number of things.

Should state spending be increased or decreased or stay about the same for.....

	Incr.	Decr.	Same	DK	Other	NA	
a. Highways?	1	2	3	4	5	9	__ (19)
b. Welfare services?	1	2	3	4	5	9	__ (20)
c. Industrial development?	1	2	3	4	5	9	__ (21)
d. Assistance to cities?	1	2	3	4	5	9	__ (22)
e. Assistance to agriculture?	1	2	3	4	5	9	__ (23)
f. Mental health services?	1	2	3	4	5	9	__ (24)
g. Medical services?	1	2	3	4	5	9	__ (25)
h. Education?	1	2	3	4	5	9	__ (26)
i. Environmental protection?	1	2	3	4	5	9	__ (27)
j. Law enforcement?	1	2	3	4	5	9	__ (28)

(4) Within the general category of education, there are several different levels. Should state spending be increased or decreased or stay about the same, in your opinion, for.....

	Incr.	Decr.	Same	DK	Other	NA	
a. Public school education up through high school?	1	2	3	4	5	9	__ (29)
b. Two-year junior colleges and community colleges?	1	2	3	4	5	9	__ (30)
c. Vocational job training and trade schools?	1	2	3	4	5	9	__ (31)
d. Four-year colleges that offer undergraduate education?	1	2	3	4	5	9	__ (32)
e. Comprehensive universities with undergraduate, graduate and professional education?	1	2	3	4	5	9	__ (33)
f. Medical & dental colleges?	1	2	3	4	5	9	__ (34)

(5) If you had a child just finishing high school, what would you prefer that his or her next step be--go to work, or go to vocational school, or go to college, or what?

(CIRCLE ONE)

Work [1] Voc. school [2] College [3] DK [4] Other [5] NA [9] __ (35)

(6) If you were an employer with a job that could be filled equally well by either a vocational school graduate or a college graduate which would you prefer to hire?

(CIRCLE ONE)

Vocat. grad [1] College grad [2] DK [3] Other [4] NA [9] __ (36)

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(7) There are various opinions on how much education is important. Thinking of a child in your own family, would you say that it is unimportant, or important, or very important that the child go to.....

	Un-impt	Impt	Very impt	DK	Other	NA		
a. Nursery school	1	2	3	4	5	9	__	(37)
b. Kindergarten through 12th grade	1	2	3	4	5	9	__	(38)
c. Two years of college	1	2	3	4	5	9	__	(39)
d. Four years of college	1	2	3	4	5	9	__	(40)
e. College plus graduate school	1	2	3	4	5	9	__	(41)

(8) Considering the number of students graduating from college these days, would you say there are too many graduates for the jobs available, or not enough graduates, or about the right number for the jobs available?

(CIRCLE ONE)

Too many [1] Not enough [2] About right [3] DK [4] Other [5] NA [9]

__ (42)

(9) Where do you get most of your information about colleges and universities in Tennessee? (CIRCLE AS MANY AS APPLY BELOW)
(DO NOT READ RESPONSES)

Newspapers	1	__	(43)
Radio	2	__	
Television	3	__	
College publications	4	__	
Conversation	5	__	
Other _____	6	__	
_____		__	
		__	
Don't know, don't get	7	__	
No answer	9		

(10) When you think of colleges and universities in Tennessee, which ones come to your mind first? (DO NOT PROBE OR PUSH. WRITE IN ONLY FIRST THREE MENTIONED. ALSO GET CITY--IF NOT MENTIONED, SAY "What town is that in?)

COLLEGE _____ in (TOWN) _____ __ __ (44,45)

COLLEGE _____ in (TOWN) _____ __ __ (46,47)

COLLEGE _____ in (TOWN) _____ __ __ (48,49)

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(11) If you had a child entering college next year who could satisfy all admission requirements, which college or university in the state of Tennessee would you prefer that your child enter? (WRITE IN)
COLLEGE _____ in (TOWN) _____ __ __ (50,51)

(12) Why would you prefer that one? _____ __ __ (52,53)

(13) If you yourself, at this stage in your life, wanted some additional education, what subjects would you most like to study?

_____ _____ __ __ (54,55)
_____ _____ __ __ (56,57)
_____ _____ __ __ (58,59)

(14) At which college or university in Tennessee would you prefer to study that?
COLLEGE _____ at (TOWN) _____ __ __ (60,61)

(15) Who do you think has more freedom to teach what they want, teachers in a state university or in a private university? (CIRCLE ONE)
State U. [1] Private U. [2] No diff. [3] DK [4] Other [5] NA [9] __ (62)

(16) Do you think a person gets a better education in a state university or in a private university? (CIRCLE ONE)
State U. [1] Private U. [2] No diff. [3] DK [4] Other [5] NA [9] __ (63)

(17) What's your opinion as to where the average young person can get a better education--in a small college, or in a large university? (CIRCLE ONE)
Small coll. [1] Large U. [2] No diff. [3] DK [4] Other [5] NA [9] __ (64)

(18) For the first two years of college, would a young person get a better education in a two-year community college or in a four-year college? (CIRCLE ONE)
2-yr. coll. [1] 4-yr. coll. [2] No diff. [3] DK [4] Other [5] NA [9] __ (65)

(19) When extra money is needed to pay for state-supported colleges and universities in Tennessee--where do you think the money should come from--student fees, or state taxes, or where? (CIRCLE ONE)
Student fees [1] State tax [2] Both [3] DK [4] Other [5] NA [9] __ (66)

(20) I'd like to get your opinion of a number of universities, just your general impression. For each one I name, just tell me if you think it is above average, average, or below average as an education institution.

For office use only

	Above average	average	Below average	DK	NA	
a. Harvard University	1	2	3	4	9	__ (67)
b. Oral Roberts University	1	2	3	4	9	__ (68)
c. Vanderbilt University	1	2	3	4	9	__ (69)
d. The Univ. of North Carolina	1	2	3	4	9	__ (70)
e. East Tenn. State University	1	2	3	4	9	__ (71)
f. Tenn. State Univ. at Nashville	1	2	3	4	9	__ (72)
g. Univ. of Tenn. at Knoxville	1	2	3	4	9	__ (73)
h. Univ. of Tenn. at Martin	1	2	3	4	9	__ (74)
i. Univ. of Tenn. at Chattanooga	1	2	3	4	9	__ (75)
j. Univ. of Tenn. at Nashville	1	2	3	4	9	__ (76)
k. Univ. of Tenn. Medical Center at Memphis	1	2	3	4	9	__ (77)
l. Memphis State University	1	2	3	4	9	__ (78)
m. Middle Tenn. State University	1	2	3	4	9	__ (79)

END CARD 1

BEGIN CARD 2

0 0 3 (1,2,3)

__ __ __ (4,5,6)

2 (7)

(21) I'd like to find out how much confidence you have in the leaders of some major institutions in this country. As I name each one, just tell me if you have a great deal of confidence, some confidence, or no confidence in the leadership.

How about.....	Great deal	Some conf.	No conf.	DK	Other	NA	
a. the U.S. Supreme Court?	1	2	3	4	5	9	__ (8)
b. the military?	1	2	3	4	5	9	__ (9)
c. Major companies?	1	2	3	4	5	9	__ (10)
d. Higher education?	1	2	3	4	5	9	__ (11)
e. Television news?	1	2	3	4	5	9	__ (12)
f. The press?	1	2	3	4	5	9	__ (13)
g. The executive branch of the federal government?	1	2	3	4	5	9	__ (14)
h. The colleges and universities in Tennessee?	1	2	3	4	5	9	__ (15)
i. The University of Tennessee system of five campuses across the state?	1	2	3	4	5	9	__ (16)
j. Univ. of Tenn. at Knoxville	1	2	3	4	5	9	__ (17)

For office use only

(22) As you may know, the University of Tennessee system has several different units--UT-Knoxville, UT-Chattanooga, UT-Martin, UT-Nashville, the UT Medical Center at Memphis, and the Continuing Education Extension adult program all over the state. Expansion may be required in the future for one or more of those units. As I name each one, please tell me which ones you would like to see expanded and which ones held constant? Would you prefer to expand or hold constant.....

	Expand	Constant	Decr.	DK	Other	NA	
a. The U. of Tenn. at Knoxville?	1	2	3	4	5	9	__ (18)
b. The U. of Tenn. at Chattanooga?	1	2	3	4	5	9	__ (19)
c. The U. of Tenn. at Martin	1	2	3	4	5	9	__ (20)
d. The U. of Tenn. at Nashville?	1	2	3	4	5	9	__ (21)
e. The U. of Tenn. Medical Center, Memphis?	1	2	3	4	5	9	__ (22)
f. The Continuing Education Extension program	1	2	3	4	5	9	__ (23)

(23) The University of Tennessee system is financed by money from several sources. I'd like just your guess as to what percentage of the total budget is obtained from the state government.
(WRITE IN) _____ % __ (24)

(24) In addition to teaching students, what other things can you think of that the University of Tennessee system does for the people of the state?
(CIRCLE AS MANY AS APPLY BELOW. DO NOT READ THE RESPONSES.)

Agricultural research and services	1	__ (25)
Research (not including agriculture)	2	__
Continuing/adult/extension education	3	__
Recreation, sports, cultural service	4	__
Medical services (not incl. research)	5	__
Other services (SPECIFY) _____	6	__
UT does nothing except teaching	7	__
DONT KNOW any specific services	8	__

For office use only

(25) As I name several ways in which a university can make contact with the public, please tell me if you, or anyone in your immediate family, has ever had that sort of contact with any unit in the University of Tennessee system.
Have you, or anyone in your immediate family, with any unit of the University of Tennessee system, ever.....

	Yes	No	DK	NA	
a. Graduated from college?	1	2	3	9	__ (26)
b. Taken a course on campus, either day or evening?	1	2	3	9	__ (27)
c. Taken an extension or correspondence course off-campus?	1	2	3	9	(28)
d. Attended a workshop or conference or institute?	1	2	3	9	__ (29)
e. Received information or publications through the mail?	1	2	3	9	__ (30)
f. Had dealings with the Agriculture Extension service or its County Agents?	1	2	3	9	__ (31)
g. Received medical care?	1	2	3	9	__ (32)
h. Attended a football game or other sports event?	1	2	3	9	__ (33)
i. Attended any other recreation or cultural event on campus?	1	2	3	9	__ (34)
j. Have you had any <u>other</u> dealings with any unit of the University of Tennessee system? (SPECIFY)	1	2	3	9	__ (35)
(OFFICE ONLY: NO. OF YESSES ABOVE _____					__ (36)

(26) Has your experience with the University of Tennessee system generally been satisfactory or unsatisfactory? (CIRCLE ONE)

Satis. [1] Unsat [2]* Mixed [3]* No dealings [4] DK [5] Other [6] NA [9] __ (37)

*(If unsat. or Mixed) in what way was your experience unsatisfactory?_____ __ __ (38,39)

For office use only

(27) I'd like to get your impressions of the students at The University of Tennessee-Knoxville. Compared with students of other colleges would you say that they are above average, or below average, or just average in terms of.....

	Above average	average	Below average	DK	Other	NA	
a. Activity in political affairs?	1	2	3	4	5	9	__ (40)
b. Serious-mindedness in their studies?	1	2	3	4	5	9	__ (41)
c. The way they dress?	1	2	3	4	5	9	__ (42)
d. Their morals?	1	2	3	4	5	9	__ (43)
e. Their age? (older or younger)	1	2	3	4	5	9	__ (44)
f. Their interest in religion?	1	2	3	4	5	9	__ (45)
g. Their interest in helping other people?	1	2	3	4	5	9	__ (46)
h. Their willingness to work hard?	1	2	3	4	5	9	__ (47)

(28) I'd like your impressions of the University of Tennessee at Knoxville on several other characteristics. Comparing it with other big universities would you say it is above average, average, or below average in terms of.....

	Above average	Average	Below average	DK	Other	NA	
a. The quality of the faculty?	1	2	3	4	5	9	__ (48)
b. The quality of the students?	1	2	3	4	5	9	__ (49)
c. The quality of the undergraduate education?	1	2	3	4	5	9	__ (50)
d. The quality of the post-graduate and professional education?	1	2	3	4	5	9	__ (51)
e. Research & discovery of new knowledge?	1	2	3	4	5	9	__ (52)
f. Public service to the state?	1	2	3	4	5	9	__ (53)
g. The intercollegiate sports teams?	1	2	3	4	5	9	__ (54)
h. The Agricultural Extension service & county agents?	1	2	3	4	5	9	__ (55)
i. The Continuing Education program for home and extension studies?	1	2	3	4	5	9	__ (56)
j. The way the administration manages its money?	1	2	3	4	5	9	__ (57)

	For office use only
(39) Is there anything else about the University of Tennessee at Knoxville that you particularly like? (WRITE IN)	__ __ (58,59)
(40) Is there anything else about it that you particularly dislike? (WRITE IN)	__ __ (60,61)

BACKGROUND CHARACTERISTICS

For office use only

Now I have just a few background questions to help us analyze the answers and then we're through.

(B1) Do you happen to be single or married? (CIRCLE ONE)
Single [1] Married [2] Other [3] NA [9] __ (62)

(B2) What is the specific job or occupation of the principal wage-earner in this household?
__ __ (63,64)

(B3) In which of these categories does your age happen to fall?
(READ) 18-24 [1] 25-29 [2] 30-39 [3] 40-49 [4]
50-59 [5] 60-69 [6] 70 or over [7] (Refused) [8] __ (65)

(B4) What is the highest grade you completed in school? (CIRCLE ONE)(DO NOT READ)
0-8th grade [1] 9-11 grade [2] Grad. H.S. [3]
Some coll. [4*] Grad. coll. [5*] Post-grad coll. [6]
Other [8] NA [9] (66)

*(IF ANY COLLEGE) What is the name of the college you attended? (CIRCLE AS MANY AS NAMED)

UT-Knoxville	1	__ (67)
UT-Martin, Chatt., Nash., Memphis	2	__
Other Tennessee colleges	3	__
Other colleges outside Tenn.	4	__
NA, other responses +	9	__

(B5) Do you have any children aged 17 or less? (CIRCLE ONE) Yes [1] No [2] Other [3] NA [9] __ (68)

(B6) Is anyone in your household now attending college? (CIRCLE ONE) Yes [1] No [2] Other [3] NA [9] __ (69)

(B7) (SEX OF RESPONDENT: DO NOT ASK) (CIRCLE ONE) Male [1] Female [2] DK [3] NA [9] __ (70)

(B8) Let me just verify your phone number. Do you have area code 615 or 901? (CIRCLE ONE) 615 [1] 901 [2] Other [3] NA [4] __ (71)

(B9) And what is the rest of your phone number? (WRITE IN) ___ -- ____ (IF Refusal, Take No. From P.1) ___ ___ (72,73,74)

(10) OFFICE CODE ONLY: EAST 1 MIDDLE 2 WEST 3 __ (75)

That's all. Many thanks for giving me your opinions.

IMMEDIATELY AFTER INTERVIEW, FILL IN BELOW.

Interview completion time _____ date _____
Mark correct code on "Interviewer Number List"
Write in (from INL): No of calls made to this No._____ __ __ (76,77)

Interviewer name _____
Check back over questionnaire for accuracy.